

## CLAIMS

1. A method of providing auxiliary services in a computer network marketplace relating to an originating transaction between a customer and a host, the method comprising:

processing an originating transaction by accepting customer input requested by a host;

enabling a customer in the computer network marketplace to access content describing an auxiliary service relating to the originating transaction; and

processing a secondary transaction for the auxiliary service between the customer and a service provider wherein the service provider is listed in the marketplace at the discretion of the host and wherein the customer input for the originating transaction is used by the host to expedite processing of the secondary transaction.

2. A method of providing auxiliary services in a computer network marketplace relating to an originating transaction between a customer and a host, the method comprising:

processing an originating transaction by accepting customer input requested by a host;

enabling a customer in the computer network marketplace to access content describing an auxiliary service relating to the originating transaction; and

processing a secondary transaction for the auxiliary service between the customer and a service provider and accepting a payment from the customer for the service wherein the service provider is listed in the marketplace at the discretion of the host and wherein the customer input for the originating transaction is used by the host to expedite processing of the secondary transaction and wherein the customer controls the secondary transaction more than the service provider.

3. A method of providing auxiliary services relating to moving and relocating in a computer network marketplace upon completion of an originating

transaction relating to the rental of moving equipment between a customer and a host, the method comprising.

processing an originating transaction by accepting customer input requested by a host;

enabling a customer in the computer network marketplace to access content describing an auxiliary service relating to the originating transaction; and

processing a secondary transaction for the auxiliary service between the customer and a service provider and accepting a payment from the customer for the service wherein the service provider is listed in the marketplace at the discretion of the host and wherein the customer input for the originating transaction is used by the host to expedite processing of the secondary transaction and wherein the customer controls the secondary transaction more than the service provider.

4. A method of providing auxiliary services relating to moving and relocating in a computer network marketplace upon completion of an originating transaction relating to the rental of moving equipment between a customer and a host, the method comprising:

processing an originating transaction by accepting customer input requested by a host wherein the host operates the marketplace;

enabling a customer in the computer network marketplace to access content describing an auxiliary service relating to the originating transaction, wherein the auxiliary service relates to moving and relocating and the originating transaction relates to the renting of moving equipment; and

processing a secondary transaction for the auxiliary service between the customer and a service provider and accepting a payment from the customer for the service wherein the service provider is listed in the marketplace at the discretion of the host and wherein the customer input for the originating transaction is used by the host to expedite processing of the secondary transaction and wherein the customer controls the secondary transaction more than the service provider.

5. A method as recited in claim 4 wherein enabling a customer in the computer network marketplace to access content occurs after the originating transaction has been processed.
6. A method as recited in claim 4 wherein the content describing an auxiliary service includes loading/unloading service information.
7. A method as recited in claim 6 wherein the content describing an auxiliary service further includes packing/unpacking service information and house cleaning service information.
8. A method as recited in claim 7 wherein the content describing an auxiliary service further includes landscaping service information, carpet cleaning service information, painting service information, and garbage removal service information.
9. A method as recited in claim 4 wherein the content describing an auxiliary service includes hotel reservation information.
10. A method as recited in claim 4 further comprising displaying, in the marketplace, advertisements for goods and services relating to moving and relocating.
11. A marketplace, implemented on a computer network, for the sale of services relating to moving, the sale of services taking place between a self-help moving customer and a vendor, the marketplace comprising:
- a customer application for processing customer input entered by a customer once in the marketplace, the customer input including a pre-payment for a service transaction wherein the pre-payment is held in a first account;
  - a vendor application for processing vendor input entered by a vendor offering a moving related service, the vendor input including a confirmation code to activate transfer of funds from the first account to a second account; and

an administrative application for allowing a marketplace host to maintain the marketplace and gather transactional data from the customer application and the vendor application.

12. A marketplace as recited in claim 11 wherein the customer application accepts feedback input from a customer relating to a vendor with which the customer has had a transaction.

13. A marketplace as recited in claim 12 wherein the administrative application processes the feedback input from the customer and assimilates the feedback input into informational content associated with the vendor.

14. A marketplace as recited in claim 11 wherein the services relating to moving include packing/unpacking, loading/unloading, housecleaning, carpet cleaning, painting, yard cleaning, furniture disassembly/assembly, garbage removal, and hotel reservation services.

15. A marketplace as recited in claim 11 wherein the customer application accepts input relating to the customer from an external source to expedite processing customer input and processing vendor input.

16. A method for facilitating moving, comprising:  
going to a web site operated by a host on a computer network;  
obtaining a first service or a first good related to moving;  
obtaining a second service or a second good related to moving, wherein a payment is made by a customer for the second service or the second good and is held in an escrow account arranged by the host.

17. A method for facilitating moving, comprising:  
going to a web site operated by a host on a computer network;  
obtaining a first service or a first good related to moving;

selecting from a service list and a vendor list for a second service or a second good related to moving; and

obtaining the second service or the second good, wherein a payment is made by the customer for the second service or the second good and is held in an escrow account arranged by the host.

18. A method of providing a first service or good in a computer network marketplace relating to a second service or good, the method comprising:

processing an originating transaction by accepting customer input requested by a marketplace;

enabling a customer in the computer network marketplace to access content describing the second service or good provided by a host and relating to the originating transaction; and

processing a secondary transaction for the second service or good between the customer and a vendor wherein the vendor is introduced to the customer by the marketplace and wherein the customer input for the originating transaction captured by the marketplace is used by the host to expedite processing of the secondary transaction.

19. A method of providing a service or good relating to moving using a computer network marketplace, wherein the service is offered upon completion of an originating transaction between a customer and a marketplace, the method comprising:

processing an originating transaction by accepting customer input requested by a marketplace;

enabling a customer in the computer network marketplace to access content describing an auxiliary service or good relating to the originating transaction, wherein the auxiliary service or good and the originating transaction relates to moving; and

processing a secondary transaction for the service or good between the customer and a service provider and accepting a payment from the customer for the service or good wherein the service provider is listed in the marketplace and wherein the customer input for the originating transaction is used by the host to expedite processing of the secondary

transaction and wherein the customer controls the secondary transaction more than the service provider.

20. A computer system for providing auxiliary services in an online marketplace relating to an originating transaction between a customer and a host, the system comprising:

- one or more processors;
- a computer readable memory accessible by the one or more processors, the computer readable memory containing programming instructions for:
  - processing an originating transaction by accepting customer input requested by a host maintaining the computer system;
  - enabling a customer in the marketplace to access content describing an auxiliary service relating to the originating transaction; and
  - processing a secondary transaction for the auxiliary service between the customer and a service provider wherein the service provider is listed in the marketplace at the discretion of the host and wherein the customer input for the originating transaction is used by the host to expedite processing of the secondary transaction.

21. A computer system for providing auxiliary services in an online marketplace relating to an originating transaction between a customer and a host, the system comprising:

- an originating transaction processor for processing an originating transaction by accepting customer input requested by a host maintaining the computer system;
- a service content module for enabling a customer in the marketplace to access content describing an auxiliary service relating to the originating transaction; and
- a secondary transaction processor for processing a secondary transaction for the auxiliary service between the customer and a service provider wherein the service provider is listed in the marketplace at the discretion of the host and wherein the customer input for the originating transaction is used by the host to expedite processing of the secondary transaction.